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Advertising: Keeping Pace With Magazines

By WALTER CARLSON

The Publishers Information Bureau reported to the Magazine Publishers Association yesterday that magazine ad revenue for the first half of 1966 reached "a record all-time high for the period"—up 7.4 per cent above last year.

Keeping pace with this growth and the stiffening competition in the business has been the burgeoning number of changes of key personnel driving the magazines to ever bigger revenues.

There have been recent high-level changes at McCall's and at Fawcett Publications, and yesterday two new publishers were announced by the Meredith Publishing Company.

Darwin D. Tucker, the recently elected president of Meredith, announced the appointments of Robert A. Burnett as the publisher of *Better Homes and Gardens* and Fred Stines as the publisher of *Successful Farming*.

Mr. Burnett, a company vice president, has been ad director of *Better Homes* for the last five years, and Mr. Stines has been ad director of *Successful Farming* for three years.

Previously, there had been one person in charge of Meredith's magazine division, who served as publisher of both magazines. Until last month, the position was held by George H. Allen, who went to Fawcett as vice president, magazine division, a new post.

Design of Appointments

In announcing the changes at Meredith, Mr. Tucker said the appointments "are designed to create a more product-oriented organizational structure within Meredith's magazine publishing division, with each magazine functioning, as much

as possible, as an autonomous operation." He added:

"Recent years have seen dramatic changes in the magazine industry generally and in our own two products specifically. Regional editions, syndicated research, the agricultural revolution, shifts in the patterns of urban living, and many other factors have created a business which is different and vastly more complex than it was just a few years ago."

Changes at McGraw-Hill

McGraw-Hill, too, has made a number of appointments in its publications division, including the promotion of Donald C. McGraw, a son of the company's founder, as vice president for marketing.

The new post is in addition to his present responsibilities as vice president of advertising sales.

In addition, John M. Holden was named to the new post of vice president for marketing services; Ervin DeGraff as regional vice president, Atlantic district; Huber M. Gemmill as vice president of circulation; and Jerome D. Luntz, publisher and editor of *Nucleonics Week* and *Scientific Research*, to the new post of director of planning and development.

Meanwhile, running ahead of the over-all 7.4 per cent increase in magazine ad revenue for the first half has been *Good Housekeeping* magazine.

Raymond J. Petersen, the magazine's publisher, reports an 8.8 per cent increase in revenue in the period above 1965 half, or a gain from \$16,861,132 to \$18,345,719, making it the highest income period in the magazine's 87-year history.

Coty Shift

The Coty division of Chas. Pfizer & Co., Inc., announced yesterday that it was parting

company with Papert, Koenig, Lois, Inc., effective Oct. 1.

On that date, "the entire line of new and existing Coty cosmetics products" is being assigned to Warren, Muller, Dobrowsky, Inc., already a Coty agency.

The amount of billings involved were not disclosed, but a source indicated that the move could involve up to \$3-million for Warren, Muller.

The move amounts to a consolidation of all Coty business at two agencies, the other being West, Weir & Bartel, Inc., which handles fragrances and hair-care products.

Hicks & Greist Aides

Hicks & Greist, Inc., has centralized marketing and creative services into two departments and named directors to head them.

Eli Tulman, will head the creative department, which has been organized into individual art-copy-production teams with specific account assignments.

Media analysis, market research, merchandising, program evaluation and sales analysis have been combined into a marketing-services department under vice president Stanley Newman.

Accounts

F. E. Compton Company, a division of Encyclopedia Britannica, Inc., to McCann-Erickson, Inc., Chicago, for home field sales.

Jerrold Electronics's Government and Industrial division, to Lescarboura Advertising, Inc., Briarcliff Manor, N.Y., for advertising and sales promotion.

People

Charles W. Tennant and R. Beverly Corbin named vice presidents at the J. Walter Thompson Company.

Ruth Ziff and Dr. Alfred Remson appointed vice presidents at Benton & Bowles, Inc.

Jack D. Strohm, David Z. Griffin and James Marshutz promoted to vice presidents at Campbell-Ewald Company,

Detroit.

Daniel B. Scully named a vice president at Leo Burnett Company of Canada, Ltd.

Arthur L. Wilde, appointed national director of public relations at Marine Studios, Inc., Los Angeles.

Hugh E. Dangler named International Editions advertising sales manager for Reader's Digest in the United States. Charles E. Overholser Jr. appointed director of research at Young & Rubicam, Inc.

Kenneth Seaman appointed vice president of the reference division of the Encyclopedia Britannica Educational Corporation.

Gene Wortsman named director of the Washington office of Daniel J. Edelman and Associates, Inc., public relations.

John T. Cahoon appointed director of corporate planning and research for the Firestone Tire and Rubber Company.

Thomas A. Dozier named European editor of Time-Life International.

Rodman Sweeney appointed manager of advertising and sales promotion for the ICE Export division of the General Electric Company.

James F. Quinn named director of advertising and promotion at Coronet Films, a division of Esquire, Inc.

Charles Clancy appointed director of retail marketing for MacFadden-Bartell Corporation, and Mickie Siegel named editor of IN, a MacFadden-Bartell publication.

Lewis W. Gillenson named vice president and editorial director of Grosset & Dunlap, Inc.

Addenda

Albert Frank-Guenther Law, Inc., is undertaking an educational advertising program for Filer, Schmidt & Co., Inc., intended to explain the specialized investment field of puts and calls.

Ingenue magazine will increase its circulation guarantee from 750,000 to 800,000 copies, effective with the January issue.